

# **Study of Current Area Visitors: Southern Red River Valley 2007**

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## EXECUTIVE SUMMARY

In Minnesota between 2005 and 2006, 41 million visitors spent \$11.786 billion (Davidson-Peterson, 2006). Of course, regional differences likely exist among these visitors and exploring this variation can inform tourism planning and development efforts to subsequently enhance visitor experiences and destination revenue. The University of Minnesota Tourism Center and Explore Minnesota Tourism began partnering in 2000 to identify community and regional level travel data. This project continues those efforts with a focus on the Southern Red River Valley. The Southern Red River Valley consists of communities including Fargo-Moorhead, Breckenridge-Wahpeton, and Hawley.

### Methods

An on-site questionnaire was administered to systematically selected and self-identified visitors at a variety of businesses that serve Valley visitors. Sampling occurred at predetermined sites, randomly assigned, throughout a twelve-month period from July 2006-July 2007. A total of 539 people identified themselves as visitors and 475 questionnaires were completed, which resulted in an 88.1% compliance rate. Completed questionnaires were entered, cleaned and checked in SPSS version 12.0.

### Results

#### *Demographics*

Respondents were typically baby boomers with high-income status. Respondents reported an average age of 49.6 years (range 18 to 85 years). The most frequently cited income was between \$75,000 and \$99,999 (28.7%). Respondents' household composition was predominately couples with grown children (38.4%) or couples with children younger than 18 years of age (32.5%).

#### *Primary Destination and Reason for Travel*

More than two thirds of respondents indicated the Southern Red River Valley was their primary destination (70.8%). Among the communities listed as potential destinations, the most frequently cited were Fargo (51.8%) and Moorhead (26.1%). Almost half of respondents (42.5%) indicated their primary travel reason was for pleasure or recreation.

#### *Visitation History, Information Sources and Trip Planning*

A majority of respondents were repeat visitors (92.3%). Information sources rated most important for trip planning were previous visit, recommendation from friend or relative, and the Internet. Visitors typically planned their trip and sought accommodations between three and four weeks prior to the trip.

#### *Important Destination Features*

Among more than forty destination features provided, the most important features in choosing a place to visit were a festival or special event, the natural environment, scenic drives, and sightseeing. In the Southern Red River Valley, the features most frequently experienced were shopping (55.7%), festival or special event (38.1%), and lots of activities/attractions (32.5%). Visitors were satisfied with the majority of destination features they experienced.

### *Travel Characteristics*

Respondents averaged three people per travel party ( $\bar{M}=3.2$ ) and were in the Southern Red River an average of two to three nights ( $\bar{M}=2.5$ ). Predominantly, respondents indicated an overnight stay in a hotel (40.4%). On average, in the previous 24-hour time period, respondents individually spent the most on shopping ( $\bar{M}=\$61.91$ ). Lodging accounted for the second highest expenditure category, with an average of \$56.29.

### *Intentions to Return to Region*

A majority of respondents indicated they will probably or definitely return within the next year (85.3%) or the next five years (88.0%).

### *Visitor Profiles*

To delineate and describe visitors, factor analysis of destination feature importance items was conducted. This analysis, which found statistical commonality among the destination features, created three factors which were named: nature/cultural, active recreation, and motors and sports. Nature/cultural and motors and sports were more important to repeat than first time visitors. Strongly correlated relationships among the information sources for destination awareness differed among the three factors. For nature/cultural, auto clubs had the strongest significant relationship, whereas the Internet had the strongest significant relationship with active recreation. Sports shows were most strongly correlated with motors and sports, although the relationship was relatively weak.

## **Discussion**

Visitors in the 2006-2007 time frame to Southern Red River Valley are comparable to regional visitors (Davidson-Peterson, 2006) in that they are boomers who travel in party sizes of three people for about three nights. Also like regional visitors, respondents were interested in a variety of experiences.

The Southern Red River Valley attracts a range of visitors who are generally satisfied with their experiences, as evidenced by their satisfaction level, repeat visitation, and intention to return. Such a satisfied base is noteworthy as travelers use recommendations from friends and families so frequently when they travel. The high percent of repeat visitors can also challenge a destination to ensure the product and experiences retain their attractiveness but not stagnate. Novelty within the experience may be particularly important with the baby boomer market.

Opportunities to extend the tourism benefits include capitalizing on the important outdoor recreation experiences deemed important by respondents, extending trip length, targeted marketing, and increased spring marketing. Consideration to expanding conference opportunities in the area may be worthwhile.

To address the important attributes in a destination as well as possibly extend trip lengths, additional attention to nature based opportunities appears in order. Visitors indicated nature based opportunities were important to destination choices. Among the top ten most important features, five were nature based. Of those five features, less than a third of visitors experienced or participated in them during their trip. Any such efforts to increase awareness should

obviously pay attention to the travel information sources used for trip awareness and planning, as well as those communication mediums for the markets of interest (nature/cultural, active, and/or motor & sports).

Another possible venue to lengthen visitor stays is the creation or enhanced awareness of packages. Certainly tying in the current experiences of small town feel and sightseeing with important, but unrealized experiences such as visits to parks and scenic drives is feasible. Ideas such as nature meanders (comparable to the Meander Art Crawl), scavenger hunts within the region or targeted spring wildlife opportunities may meet visitor needs and provide revenue in the shoulder seasons. Further, targeting both family and couple getaway opportunities would be advantageous to address the current travel groups.

To maximize visitor spending, ensuring marketing of local restaurants and recreational opportunities is suggested. For instance, only an approximate one-quarter of respondents reported expenditures in the recreation category, which included attractions, entertainment, and casinos. Given the importance of recreational experiences to visitors and the number of opportunities in the area, an opportunity to increase expenditures exists.

The Southern Red River Valley is a major economic and population hub of the Northwestern Minnesota region and possesses many features that are also important to visitors. Capitalizing on these features by increasing awareness and opportunities to experience them can lead to increased economic impacts and heightened visitor experiences.

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## INTRODUCTION

In Minnesota, 41 million visitors spent \$11.786 billion from June 2005- May 2006 (Davidson-Peterson, 2006a). Regional differences likely exist in these visitors and exploring this variation informs tourism planning and development. Statewide data is typically segmented into the four regions of Explore Minnesota Tourism: North Central/West, Northeast, Metro, and Southern. Although regional visitor data is available (e.g. Davidson-Peterson, 2006b), more local level data is not. Therefore, the purpose of this study was to identify the consumer profile in a more localized and smaller area: the Southern Red River Valley.

The University of Minnesota Tourism Center and Explore Minnesota Tourism began partnering in 2000 to identify community and regional level travel data. This project continues those efforts with a focus on the Southern Red River Valley. Visitor demographics, preferred destination features, travel information sources, travel characteristics, expenditures, and familiarity with area were of specific interest. The study methods and results are presented below, followed by a discussion.

## METHODS

An on-site questionnaire was administered to visitors to the Southern Red River Valley between July 2006 and July 2007. The methods for the questionnaire administration are presented in the following sections: study setting, questionnaire, approach, response rate, and analysis.

### *Study Setting*

The region is located in Northwest Minnesota and shares its western borders with North Dakota. The Southern Red River Valley is comprised of the southern portion of the Red River drainage and is characterized by the geography of relatively fertile lands and population centres of Fargo/Moorhead. Working closely with area tourism organizations, a cluster of communities were identified that comprised the Southern Red River Valley: Breckenridge, Barnesville, Fargo, Felton, Hawley, Moorhead, and Wahpeton.

### *Questionnaire*

An on-site questionnaire was developed, based on previous studies conducted in other regions, and refined with the assistance of the community partners. Questionnaire sections included trip destination, important trip features, region familiarity, trip characteristics (length of stay, accommodation type, expenditures, and group size), information sources, and demographics (Appendix A). Given that several other studies used very similar questionnaires for the same purpose, a pre-test was not conducted.

### *Approach*

A comprehensive list of Southern Red River Valley businesses that serve visitors was identified in cooperation with community partners. Interview schedules were then designed to reach a diverse cross section of current and potential visitors. Sites consisted of accommodations,



attractions, festivals or special events, retail establishments, and restaurants (See Appendix B for a full list). Interview schedules were then designed to reach a diverse cross section of potential visitors at these sites. Sampling occurred at predetermined sites, randomly assigned, throughout the twelve-month study period (July 2006-July 2007).

On site, a systematic intercept sampling approach was implemented where every third person was approached. Tourism Center field researchers then asked a few questions to ascertain whether potential respondents met the definition of visitor (self-identified, i.e. out of home community; Appendix C). If a potential respondent was identified as a visitor, they were asked to complete the on-site questionnaire.

### *Response Rate*

A total of 1,398 parties were contacted throughout the course of the study period, of which more than one third (38.6%) identified as visitors. Among the 539 self-identified visitors, a total of 475 visitors were willing to participate in the study (88.1% compliance rate; Appendix D, Table 1). Completed questionnaires had a relatively even distribution across the seasons, although summer had a slighter higher completion rate (31.4%; Appendix D, Table 2). Visitors were intercepted across a range of venues. The greatest percent of visitors were captured at festivals or special events (28.7%), and the fewest were encountered at restaurants (9.1%; Appendix D, Figure 1)

### *Analysis*

Completed questionnaires were entered, cleaned and checked in SPSS version 12.0. Extreme outliers were winsorized to bring highly skewed variables into usable ranges. Descriptive analysis provided means, standard deviations, and frequencies to describe the sample and provide information on variables of interest. Factor analysis and correlations were also performed on variables of interest.

## **RESULTS**

### *Respondents*

Half of respondents were female and reported an average age of 49.6 years (50.3%; range 18 to 85; Appendix D, Table 3). More than half (56.0%) of respondent's reported an annual household income between \$50,000-99,999 (Appendix D, Figure 2). The remainder of respondent income was relatively evenly distributed across all income categories. More than one third (38.4%) of respondents indicated their household comprised of a couple with grown children, while an additional third of respondent households were comprised of a couple with children less than 18 years (32.5%; Appendix D, Figure 3).

Respondents' predominately traveled fewer than 200 miles. Half (50%) of respondents indicated their primary residence was between 0 and 100 miles from a Southern Red River Valley centralized midpoint, specified as the Moorhead zipcode (Appendix D, Figure 4). Almost a

quarter (22%) resided 101 to 200 miles away and two tenths (18%) resided 201-500 miles away. A tenth indicated they resided more than 500 miles from Moorhead (10%).

### ***Primary Destination and Reason for Travel***

More than two thirds (70.8%) of respondents indicated the Southern Red River Valley was their primary destination. Among the communities listed, the most frequently cited destinations were Fargo (51.8%) and Moorhead (26.1%; Appendix D, Figure 5). Almost half (42.5%) indicated their primary reason for travel was for pleasure or recreation (Appendix D, Figure 6). The second most frequently cited reason for travel was business/convention/meeting (9.1%). The least cited reasons for travel were education or learning (2.3%) and 'other' (2.1%).

### ***Visitation History and Trip Planning***

A majority of respondents were repeat visitors (92.3%; Appendix D; Figure 7). Among new visitors, almost two thirds stated their trip in the Southern Red River Valley was exactly what they expected (64.0%), while the other third specified the trip exceeded their expectations (31.0%). Among repeat visitors, respondents most frequent initial exposure to the area was either through visiting friends and relatives (28.8%) or being born or raised in the area (27.5%; Appendix D; Figure 8). Repeat visitors averaged six trips to the Southern Red River Valley in the previous year ( $\underline{M}$ =6.1) and had been visiting the area for more than twenty years ( $\underline{M}$ =21.2).

Respondents typically planned their trip three to four weeks prior to travel ( $\underline{M}$ =25.4 days). Of those who made lodging reservations, advance reservations were typically made within a similar timeframe ( $\underline{M}$ =23.9 days).

With regard to creating an awareness of the area and planning for the trip, information sources rated most important were previous visit, recommendation from friend or relative, and the Internet (Appendix D, Table 4).

### ***Important Destination Features***

Among more than 40 destination features provided, the most important in choosing a place to visit were festival or special event ( $\underline{M}$ =3.2), natural environment ( $\underline{M}$ =3.2), scenic drives ( $\underline{M}$ =3.2), and sightseeing ( $\underline{M}$ =3.2; Appendix D, Table 5). The least important features were ATV trails ( $\underline{M}$ =1.6) and BMX racing ( $\underline{M}$ =1.4).

When asked if these features were experienced in the Southern Red River Valley, the most frequently cited were shopping (55.7%), a festival or special event (38.1%), and lots of activities/attractions (32.5%). The features respondents were the least likely to have experienced were auto racing (1.1%), BMX racing (1.1%), ATV trails (0.5%), and cross-country skiing (0.5%).

Visitors were generally satisfied with their experiences in the Southern Red River Valley. Among the top ten most experienced features, each had a mean satisfaction rating above 3.5 (rated on a scale from 1 to 4, where 1=not at all satisfied and 4=very satisfied). Among all of

the features, snowmobiling was the only feature that had a satisfaction rating below three ( $\bar{M}$ =2.9).

### ***Travel Characteristics***

Respondents averaged three people per travel party ( $\bar{M}$ =3.2), with a range of one to 20. Fewer than one tenth of respondents indicated their travel party consisted of international visitors (8.2%). Overall, respondents were away from home an average of three nights ( $\bar{M}$ =2.5) and spent the same number of nights in the Southern Red River Valley ( $\bar{M}$ =2.5).

Predominantly, respondents indicated an overnight stay in a hotel (40.4%), with an average stay of two nights ( $\bar{M}$ =1.8; Appendix D; Table 6). A home of a friend or relative accounted for the second most cited accommodation type (7.6%), with an average stay of three nights ( $\bar{M}$ =3.0). The least frequently specified accommodation types were own vacation home (0.4%), resort (0.4%), and cabin rental (0.2%).

On average, in the previous 24-hour time period, respondents individually spent the most on shopping ( $\bar{M}$ =\$61.91; Appendix D, Table 7). Lodging accounted for the second highest expenditure category, with an average of \$56.29. Respondents reported moderate spending on restaurant food and beverages ( $\bar{M}$ =\$40.50), transportation ( $\bar{M}$ =\$30.83), recreation ( $\bar{M}$ =\$23.99), and groceries ( $\bar{M}$ =\$18.66). Respondents spent the least amount on 'other' ( $\bar{M}$ =\$6.63) and guides/outfitting ( $\bar{M}$ =\$3.72).

### ***Intentions to Return to Region***

Overall, respondents indicated an intention to return to the area. Approximately two thirds of respondents indicated they will definitely return next year (63.2%) and an additional quarter will probably return (22.1%). Similarly, two thirds definitely intend to return within the next five years (66.2%) and two tenths (21.8%) will probably return.

Respondents were least interested in returning to the area in the winter ( $\bar{M}$ =3.0; rated on a scale from 1 to 4, where 1=not at all interested and 4=very interested) and most interested in returning during the spring ( $\bar{M}$ =3.6). Spring and summer had the same level of interest ( $\bar{M}$ =3.5).

### ***Visitor Profiles***

In an effort to further delineate and describe visitors, the 41 destination feature importance items were factor analyzed<sup>1</sup>. Several items cross-loaded or failed to load and were dropped from the analysis. A total of 25 items remained and a three-factor structure emerged, labeled nature/cultural, active recreation, and motors and sports ( $\bar{M}$ =2.9, 2.4, and 2.2, respectively; Appendix D, Table 8). Combined these factors explained 56.6% of the variation. The destination features had reliability coefficients that ranged from .79 (motors and sports) to .93

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<sup>1</sup> Factor analysis is a statistical procedure that can be used to analyze interrelationships among a large number of variables and used to explain these variables in terms of their common underlying dimensions (factors). The procedure essentially condenses the information contained in a number of original variables, based on patterns in the data, into a smaller set of dimensions (factors), with a minimum loss of information.

(nature/cultural). Moreover, most of the factor loadings were above .60, indicating a relatively high correlation between the factors and their items.

A comparison of new visitors and previous visitors resulted in significant differences in means among two of the factors. Specifically, repeat visitors felt nature/cultural tourism and motor and sports opportunities were more important than first time visitors. New visitors rated the importance of the nature/cultural tourism factor lower than previous visitors ( $\bar{M}$ =1.7 and 2.2, respectively;  $t = -2.3$ ,  $p < .05$ ). Similarly, motors and sports importance was rated lower among new visitors than previous visitors ( $\bar{M}$ =2.6 and 3.0, respectively;  $t = -2.6$ ,  $p < .01$ ).

Several significant correlations emerged between the factors and the information sources used to create an awareness of the area (Appendix D, Table 9). Thirteen of the information sources ratings were significantly correlated with nature/cultural opportunities, while eleven were significantly correlated with active recreation. Nine information sources ratings were significantly correlated with motors and sports.

## DISCUSSION

Visitors in the 2006-2007 time frame to Southern Red River Valley are comparable to regional visitors (Davidson-Peterson, 2006) in that they are boomers who travel in party sizes of three people for about three nights. Also like regional visitors, respondents were interested in a variety of experiences.

The Southern Red River Valley attracts a range of visitors who are generally satisfied with their experiences, as evidenced by their satisfaction level, repeat visitation, and intention to return. Such a satisfied base is noteworthy as travelers use recommendations from friends and families so frequently when they travel. The high percent of repeat visitors can also challenge a destination to ensure the product and experiences retain their attractiveness but not stagnate. Novelty within the experience may be particularly important with the baby boomer market.

Opportunities to extend the tourism benefits include capitalizing on the important outdoor recreation experiences deemed important by respondents, extending trip length, targeted marketing, and increased spring marketing. Consideration to expanding conference opportunities in the area may be worthwhile.

A majority of respondents came to the Southern Red River Valley for pleasure. While visitors were generally satisfied with their experiences, a significant gap appears between important destination experiences and those experienced by the current travel base. Most notably, visitors indicated nature based opportunities were important to destination choices. Among the top ten most important features, five were nature based. Of those five features, less than a third of visitors experienced or participated in them during their trip. Although this study did not investigate reasons for lack of participation, one potential explanation is that they simply are unaware of the opportunities within the area. If so, additional marketing of the outdoor opportunities, as well as the festivals, is essential. Another possible explanation is that visitors

simply do not have the time to enjoy the natural features as they are caught up in other activities during their visit. If so, an opportunity exists to extend the stay or incorporate nature based opportunities in subsequent visits. Within these nature-based opportunities, attention to differentiating the marketing information and mediums for nature/cultural and the active recreation interest should be implemented.

Two additional market increases exist: business travel and international travel (specifically, Canada). Given the infrastructure exists and there is about one-tenth of business travel in the area, potential exists to expand business/meeting travel. Ensuring that meeting planners are aware of the opportunities, that the distance is not insurmountable and that the opportunity to get away has benefits will be essential to capturing more of this business within the region. Similarly, fewer than ten percent of travelers included international guests. While the current administrative climate may be challenging, there is a substantial market north of the Minnesota border that deserves attention. The exchange rate and border crossing procedures will influence the realization of any international tourism share.

Like the majority of travelers in Minnesota and the United States, word of mouth and the Internet were important vehicles for exposure to the area and subsequent travel planning (e.g. Gartner & Salk, 2005; Gartner & Salk, 2004). Newspaper or magazine ads also lead to increasing awareness of the destination and related opportunities. As such, marketing should target Internet and print in the format of newspapers within the marketing area. With respect to the Internet, important considerations for website development and maintenance are attention to navigational ease, such as integrated linkages, as well as attention to individual sites that are dynamic and continually updated. Ensuring that visits are high quality and satisfactory will be important so that visitors can leave with positive impressions and spread the word about the area. Certainly ensuring local residents are familiar with all of the offerings, both new and existing, is also essential such that they can inform potential visitors of available opportunities. With respect to information sources used to create awareness of the area by the important destination feature factors, none of the information sources were consistently moderately or significantly related across the three factors (nature/cultural, active recreation, and motor and sports). Still, the relationships are important to consider. The strongest relationships between information sources and destination features were for natural/cultural activities, followed by active recreation and motors/sports. For nature/cultural activities, automobile clubs, newspaper, article/documentary and friends/relatives were most strongly related. For active recreation destination features, the Internet was most strongly related. For motors and sports, sports shows were the highest related information sources, but still only weakly related. These differences speak to mediums that can be used most effectively to capture various markets of interest.

Similar to regional and state data, visitor trips were of short duration—less than three days (Davidson-Peterson, 2006b). Efforts to lengthen visitor's stay could include enhanced exposure of area offerings, extending festivals or special events, as well as enhancing or continuing packages. Certainly tying in the current experiences of small town feel and sightseeing with important, but unrealized experiences, such as visits to parks and scenic drives is feasible. Ideas such nature meanders (comparable to the Art Meander), scavenger hunts within the region or targeted spring wildlife opportunities may meet the needs of visitors and provide revenue in the shoulder seasons. Also of interest is the bifurcated markets of those with and those without

children under 18 in their household. Thus, targeting both family experiences and couple getaway opportunities is essential. In a similar vein, shoulder season marketing is also suggested, given visitors expressed heightened interest in spring and fall return visitation.

With regard to visitor spending, shopping accounted for the highest expenditure. Lodging was also a high expenditure category. To maximize visitor spending, marketing local restaurants and recreational opportunities is suggested. For instance, only one third of respondents reported recreational expenditures, which included attractions, entertainment, and casinos. Given the importance of recreational experiences to visitors and the number of opportunities, there is significant opportunity to increase expenditures.

The Southern Red River Valley is a major economic and population hub of the Northwestern Minnesota region and possesses many features to draw visitors, many of which are important to visitors. To maximize tourism benefits, extended stays that highlight the experiences visitors seek in nature/cultural, motors and sports, and active recreation areas is encouraged. Specifically tailoring to these desired experiences could enhance market share, increase tourism potential, and enhanced economic impact.

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## **APPENDICES**



## **APPENDIX A**

### Survey Instrument

**University of Minnesota Tourism Center  
Southern Red River Valley Visitor Profile Survey**

<b>Is the Southern Red River Valley your primary destination for this trip? (Mark ONE)</b> <input type="checkbox"/> Yes <input type="checkbox"/> No						<b>If NO, what is your final destination for this trip?</b> <div style="border: 1px solid black; height: 20px; width: 100%; margin-top: 5px;"></div>			
<b>If YES, which community is your primary destination? (Mark ONE)</b> <div style="display: flex; flex-wrap: wrap; padding: 5px;"> <div style="width: 50%;"><input type="checkbox"/> Breckenridge</div> <div style="width: 50%;"><input type="checkbox"/> Barnesville</div> <div style="width: 50%;"><input type="checkbox"/> Fargo</div> <div style="width: 50%;"><input type="checkbox"/> Felton</div> <div style="width: 50%;"><input type="checkbox"/> Hawley</div> <div style="width: 50%;"><input type="checkbox"/> Moorhead</div> <div style="width: 50%;"><input type="checkbox"/> Wahpeton</div> <div style="width: 50%;"><input type="checkbox"/> Other _____</div> </div>									
<b>What is the <u>primary</u> reason that you made this trip to the Southern Red River Valley? (Mark ONE)</b> <div style="display: flex; flex-wrap: wrap; padding: 5px;"> <div style="width: 33%;"><input type="checkbox"/> Business / convention / meeting</div> <div style="width: 33%;"><input type="checkbox"/> Festival / special event: _____</div> <div style="width: 33%;"><input type="checkbox"/> Sporting event / tournament</div> <div style="width: 33%;"><input type="checkbox"/> Combined business and pleasure</div> <div style="width: 33%;"><input type="checkbox"/> Just passing through</div> <div style="width: 33%;"><input type="checkbox"/> Visiting friends / relatives</div> <div style="width: 33%;"><input type="checkbox"/> Education / learning</div> <div style="width: 33%;"><input type="checkbox"/> Own a vacation home in the area</div> <div style="width: 33%;"><input type="checkbox"/> Other _____</div> <div style="width: 33%;"><input type="checkbox"/> Pleasure or recreation</div> <div style="width: 33%;"><input type="checkbox"/> Personal: wedding, medical, reunion, etc.</div> </div>									

	<b>1. In general, how important is EACH feature in choosing a place to visit?</b>					<b>2. Did you experience this feature on THIS trip?</b>		<b>3. For each feature you experienced, how satisfied were you with this feature on your trip to the Southern Red River Valley?</b>			
	Not at all important			Very important	No preference	Yes	No	Not at all satisfied			Very satisfied
American Indian heritage	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Antiques	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
ATV trails	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Auto racing	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Biking trails	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Bird / wildlife viewing	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
BMX racing	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Boating	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Camping	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Canoeing/kayaking	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Casino or gaming	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
County parks / forest	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Cross-country skiing	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Cultural sites or tours	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Entertainment / nightlife	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Fall colors	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Farmers market	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Festival or special event	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Flea market	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Fishing	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Golf courses	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Hiking trails	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Historical buildings/sites	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Hunting	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Local arts and crafts	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Lots of activities / attractions	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Museums	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Natural environment	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Performing arts	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Photography	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Scenic drives	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Shopping	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Sightseeing	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Small town feel	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Snowmobiling	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Specific accommodation	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Sporting tournaments	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
State / federal wildlife refuge	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
State parks	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Swimming	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4
Waterpark	1	2	3	4	N	<input type="checkbox"/>	<input type="checkbox"/>	1	2	3	4

<b>Is this your first trip to the Southern Red River Valley? (Mark ONE)</b> <input type="checkbox"/> Yes <input type="checkbox"/> No																																																																																																																																																																														
<b>NEW VISITORS</b> <b>How would you rate your first trip to the Southern Red River Valley? (Mark ONE)</b> <input type="checkbox"/> Worse than I expected <input type="checkbox"/> Exactly what I expected <input type="checkbox"/> Better than I expected																																																																																																																																																																														
<b>REPEAT VISITORS</b> <b>How many trips have you taken to the Southern Red River in the last year?</b> _____ trips   _____ don't know <b>How many years have you been coming to the Southern Red River Valley?</b> _____ years   _____ don't know <b>What was your first introduction to the Southern Red River Valley? (Mark ONE)</b> <input type="checkbox"/> Business <input type="checkbox"/> Festival / event <input type="checkbox"/> Visiting friends / relatives <input type="checkbox"/> Born / raised here <input type="checkbox"/> Vacation <input type="checkbox"/> Other _____																																																																																																																																																																														
<b>How many people are in your travel party (including yourself)?</b> _____ people	<b>Are there international visitors in your travel group? (Mark ONE)</b> <input type="checkbox"/> Yes <input type="checkbox"/> No	<b>How many total nights will you be away from home on this trip?</b> _____ nights Write "0" if this is a day trip	<b>How many of these nights will be in the Southern Red River Valley?</b> _____ nights Write "0" if this is a day trip																																																																																																																																																																											
<b>If you are staying overnight in the Southern Red River Valley, how many nights are you staying in each type of accommodation? If NONE, write "0."</b>		<b>Please estimate the amount of money <u>YOU</u> spent in the Southern Red River Valley in the last 24 hours. If NONE, write "0." Identify ALL expenses (e.g., doctor).</b>																																																																																																																																																																												
<table style="width:100%; border-collapse: collapse;"> <tr> <th style="width:80%;"></th> <th style="width:20%; text-align: right;">Number of nights</th> </tr> <tr><td>Hotel / motel</td><td style="text-align: right;">_____</td></tr> <tr><td>Bed &amp; Breakfast</td><td style="text-align: right;">_____</td></tr> <tr><td>Resort</td><td style="text-align: right;">_____</td></tr> <tr><td>Cabin rental</td><td style="text-align: right;">_____</td></tr> <tr><td>RV Park</td><td style="text-align: right;">_____</td></tr> <tr><td>Public/private campground</td><td style="text-align: right;">_____</td></tr> <tr><td>Home of friend or relative</td><td style="text-align: right;">_____</td></tr> <tr><td>Vacation home of friend / relative</td><td style="text-align: right;">_____</td></tr> <tr><td>Your own vacation home</td><td style="text-align: right;">_____</td></tr> <tr><td>Other _____</td><td style="text-align: right;">_____</td></tr> </table>			Number of nights	Hotel / motel	_____	Bed & Breakfast	_____	Resort	_____	Cabin rental	_____	RV Park	_____	Public/private campground	_____	Home of friend or relative	_____	Vacation home of friend / relative	_____	Your own vacation home	_____	Other _____	_____	<table style="width:100%; border-collapse: collapse;"> <tr><td>Lodging</td><td style="text-align: right;">\$ _____</td></tr> <tr><td>Restaurant food / beverages</td><td style="text-align: right;">\$ _____</td></tr> <tr><td>Groceries</td><td style="text-align: right;">\$ _____</td></tr> <tr><td>Transportation (gas, parking, repairs, etc.)</td><td style="text-align: right;">\$ _____</td></tr> <tr><td>Shopping (souvenirs, gifts, film, etc.)</td><td style="text-align: right;">\$ _____</td></tr> <tr><td>Recreation / attractions / entertainment / casinos</td><td style="text-align: right;">\$ _____</td></tr> <tr><td>Guides / outfitting</td><td style="text-align: right;">\$ _____</td></tr> <tr><td>Other: _____</td><td style="text-align: right;">\$ _____</td></tr> </table>		Lodging	\$ _____	Restaurant food / beverages	\$ _____	Groceries	\$ _____	Transportation (gas, parking, repairs, etc.)	\$ _____	Shopping (souvenirs, gifts, film, etc.)	\$ _____	Recreation / attractions / entertainment / casinos	\$ _____	Guides / outfitting	\$ _____	Other: _____	\$ _____																																																																																																																																					
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Other: _____	\$ _____																																																																																																																																																																													
		If you have <u>NOT</u> been in the Southern Red River Valley for _____ hours <u>24 hours</u> , indicate the number of hours included in this spending estimate																																																																																																																																																																												
<b>How far in advance did you decide to take this trip?</b> _____ days <b>How far in advance did you make lodging reservations?</b> _____ days (If no lodging reservations, write "0")																																																																																																																																																																														
<b>How important were the following information sources in creating awareness of the Southern Red River Valley and in helping plan your trip to the area?</b>		<table style="width:100%; border-collapse: collapse;"> <tr> <th style="width:40%;"></th> <th colspan="4">To <b>CREATE AWARENESS</b> of this area</th> <th colspan="4">To <b>PLAN</b> this trip</th> </tr> <tr> <th></th> <th>Not at all important</th> <th colspan="3">Very important</th> <th>Not at all important</th> <th colspan="3">Very important</th> </tr> <tr> <td>Area tourism information (Chamber, CVB)</td> <td>1</td><td>2</td><td>3</td><td>4</td> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> <tr> <td>Article / documentary / news / TV special</td> <td>1</td><td>2</td><td>3</td><td>4</td> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> <tr> <td>Automobile club (e.g., AAA)</td> <td>1</td><td>2</td><td>3</td><td>4</td> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> <tr> <td>Billboard</td> <td>1</td><td>2</td><td>3</td><td>4</td> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> <tr> <td>Direct mail</td> <td>1</td><td>2</td><td>3</td><td>4</td> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> <tr> <td>Internet</td> <td>1</td><td>2</td><td>3</td><td>4</td> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> <tr> <td>Newspaper / magazine ads</td> <td>1</td><td>2</td><td>3</td><td>4</td> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> <tr> <td>Previous visit</td> <td>1</td><td>2</td><td>3</td><td>4</td> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> <tr> <td>Radio / TV ads</td> <td>1</td><td>2</td><td>3</td><td>4</td> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> <tr> <td>Recommendation from a business</td> <td>1</td><td>2</td><td>3</td><td>4</td> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> <tr> <td>Recommendation from a friend / relative</td> <td>1</td><td>2</td><td>3</td><td>4</td> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> <tr> <td>Recommendation from an employer</td> <td>1</td><td>2</td><td>3</td><td>4</td> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> <tr> <td>Sport show</td> <td>1</td><td>2</td><td>3</td><td>4</td> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> <tr> <td>State tourism information</td> <td>1</td><td>2</td><td>3</td><td>4</td> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> <tr> <td>Travel agency</td> <td>1</td><td>2</td><td>3</td><td>4</td> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> <tr> <td>Visitor / welcome center</td> <td>1</td><td>2</td><td>3</td><td>4</td> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> <tr> <td>Other _____</td> <td>1</td><td>2</td><td>3</td><td>4</td> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table>			To <b>CREATE AWARENESS</b> of this area				To <b>PLAN</b> this trip					Not at all important	Very important			Not at all important	Very important			Area tourism information (Chamber, CVB)	1	2	3	4	1	2	3	4	Article / documentary / news / TV special	1	2	3	4	1	2	3	4	Automobile club (e.g., AAA)	1	2	3	4	1	2	3	4	Billboard	1	2	3	4	1	2	3	4	Direct mail	1	2	3	4	1	2	3	4	Internet	1	2	3	4	1	2	3	4	Newspaper / magazine ads	1	2	3	4	1	2	3	4	Previous visit	1	2	3	4	1	2	3	4	Radio / TV ads	1	2	3	4	1	2	3	4	Recommendation from a business	1	2	3	4	1	2	3	4	Recommendation from a friend / relative	1	2	3	4	1	2	3	4	Recommendation from an employer	1	2	3	4	1	2	3	4	Sport show	1	2	3	4	1	2	3	4	State tourism information	1	2	3	4	1	2	3	4	Travel agency	1	2	3	4	1	2	3	4	Visitor / welcome center	1	2	3	4	1	2	3	4	Other _____	1	2	3	4	1	2	3	4
	To <b>CREATE AWARENESS</b> of this area				To <b>PLAN</b> this trip																																																																																																																																																																									
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Other _____	1	2	3	4	1	2	3	4																																																																																																																																																																						
<b>How likely are you to return to the Southern Red River Valley in...</b>		Definitely not   Probably not   Not sure   Probably will   Definitely will																																																																																																																																																																												
The <u>next year</u>		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>																																																																																																																																																																												
The <u>next five years</u>		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>																																																																																																																																																																												
<b>How interested would you be in returning to the Southern Red River Valley in each season?</b>																																																																																																																																																																														
<table style="width:100%; border-collapse: collapse;"> <tr> <th style="width:40%;"></th> <th colspan="4">Not at all interested   Very interested</th> </tr> <tr> <td>Winter</td> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> <tr> <td>Spring</td> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table>			Not at all interested   Very interested				Winter	1	2	3	4	Spring	1	2	3	4	<table style="width:100%; border-collapse: collapse;"> <tr> <th style="width:40%;"></th> <th colspan="4">Not at all interested   Very interested</th> </tr> <tr> <td>Summer</td> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> <tr> <td>Fall</td> <td>1</td><td>2</td><td>3</td><td>4</td> </tr> </table>			Not at all interested   Very interested				Summer	1	2	3	4	Fall	1	2	3	4																																																																																																																																													
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Fall	1	2	3	4																																																																																																																																																																										
<b>Which best describes your household? (Mark ONE)</b> <input type="checkbox"/> Couple (children under 18) <input type="checkbox"/> Single (children under 18) <input type="checkbox"/> Couple (grown children) <input type="checkbox"/> Single (grown children) <input type="checkbox"/> Couple (no children) <input type="checkbox"/> Single (no children) <input type="checkbox"/> Other _____		<b>What is your annual household income (to the nearest \$1,000)</b> \$ _____, 000	<b>In what year were you born?</b> 19_____																																																																																																																																																																											
<b>Gender (Mark ONE)</b> <input type="checkbox"/> Female <input type="checkbox"/> Male		<b>What is your home zip code?</b> _____																																																																																																																																																																												

## APPENDIX B

### Survey Intercept Sites

#### *Accommodations*

AmericInn and Conference Center (formally Days Inn and Conference Center), Moorhead  
Courtyard by Marriot, Moorhead  
Holiday Inn of Fargo, Fargo  
Hospitality Inn, Wahpeton  
Hotel Donaldson, Fargo  
KOA Campground, Moorhead  
Ramada Plaza and Suites, Fargo  
Select Inn, Breckenridge  
Super 8 Motel and Suites, Fargo

#### *Attractions*

Archie's West, Moorhead  
Buffalo River State Park, Hawley  
Chahinkapa Zoo, Wahpeton  
Fargo Air Museum, Fargo  
Fargo-Moorhead Convention & Visitors Bureau, Fargo  
Hjemkomst Center, Moorhead  
Pumpkin Patch, Glyndon  
Red River Valley Zoo, Fargo  
Rourke Art Gallery, Moorhead  
Travel Information Center, Moorhead

#### *Events*

Barnesville Fair, Barnesville  
Barnesville Potato Days, Barnesville  
Boat and Marine Show, FargoDome, Fargo  
Breckenridge Headwater Days, Breckenridge  
Breakfast on the Farm, Hawley  
Scheels Fargo Marathon, Fargo  
Downtown Street Fair, Fargo  
Lake Park Old Timers Snowmobile Run, Lake Park  
Moorhead Days, Moorhead  
Western Minnesota Steam Threshers Reunion, Hawley  
Scandinavian Hjemkomst Festival, Moorhead  
USA Wrestling, Fargodome, Fargo  
Wilkin County Fair, Breckenridge

### ***Retail***

East Ten Shopping Mall, Moorhead  
Flying J, Fargo  
Moorhead Center Mall, Moorhead  
Petrol Plus, Fargo  
Target, Fargo  
Target, Moorhead  
Wal-Mart, Fargo  
Wal-Mart, Moorhead

### ***Restaurant***

Hotel Donaldson Restaurant, Fargo  
Northern Grille, Wahpeton  
Space Aliens, Fargo

## Appendix C

### Front End Questionnaire

Date: \_\_\_\_\_

Location: \_\_\_\_\_

1. Do you live six or more months of the year in the area? ☐ Yes (thank/terminate) ☐ No (continue)
2. What is the main purpose of your trip? ☐ Business ☐ Pleasure ☐ Both
3. What is your zip code? \_\_\_\_\_
4. Gender ☐ Male ☐ Female
5. Would you complete this questionnaire for the University of Minnesota? ☐ Yes ☐ No

## Appendix D

### Tables and Figures

Table 1. Response rate among visitors to the Southern Red River Valley, 2006-2007.

	Frequency	Percent (%)
Total Parties Contacted	1398	
Residents	859	61.4
Visitors	539	38.6
Refusals	64	
Acceptance	475	88.1
Unusable	0	
Total Visitor Questionnaires	475	

Table 2. Completed responses by season among respondents to the Southern Red River Valley Visitor Profile study, 2006-2007.

	Frequency	Percent (%)
Summer	149	31.4
Fall	95	20.0
Winter	120	25.3
Spring	111	23.4
Total	475	100.0

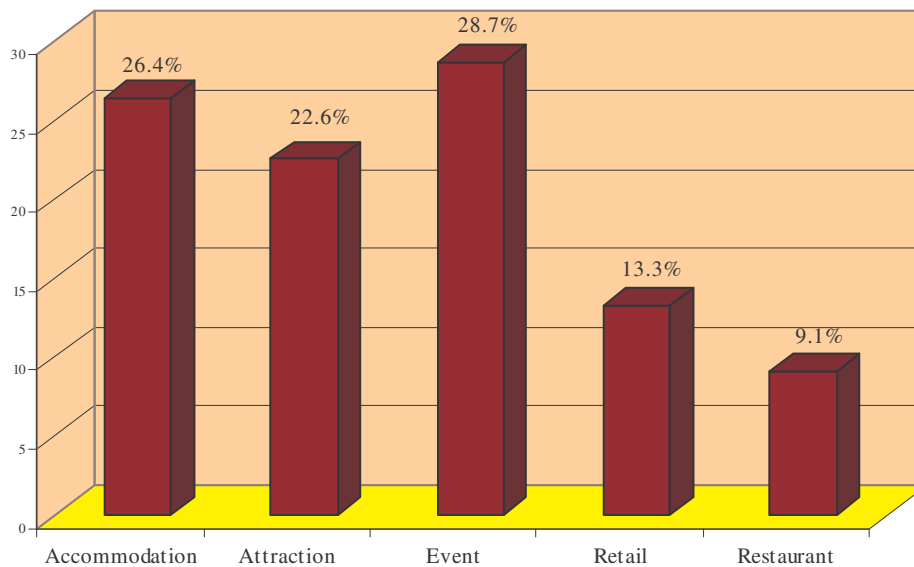


Figure 1. Location of respondent contact sites, in percent, for the Southern Red River Valley Visitor Profile study, 2006-2007 (n=475).

Table 3. Demographic characteristics among respondents to the Southern Red River Valley Visitor Profile study, 2006-2007.

	Frequency	Percent (%)
<b>Gender</b>		
Male	229	49.7
Female	232	50.3
Total	462	100.0
<b>Age (<math>\bar{M}</math>=49.6; S.D.=14.8)</b>		
18-30	53	11.3
31-40	84	17.8
41-50	119	25.4
51-60	92	19.5
61-70	82	17.5
71 or older	40	8.5
Total	470	100.0

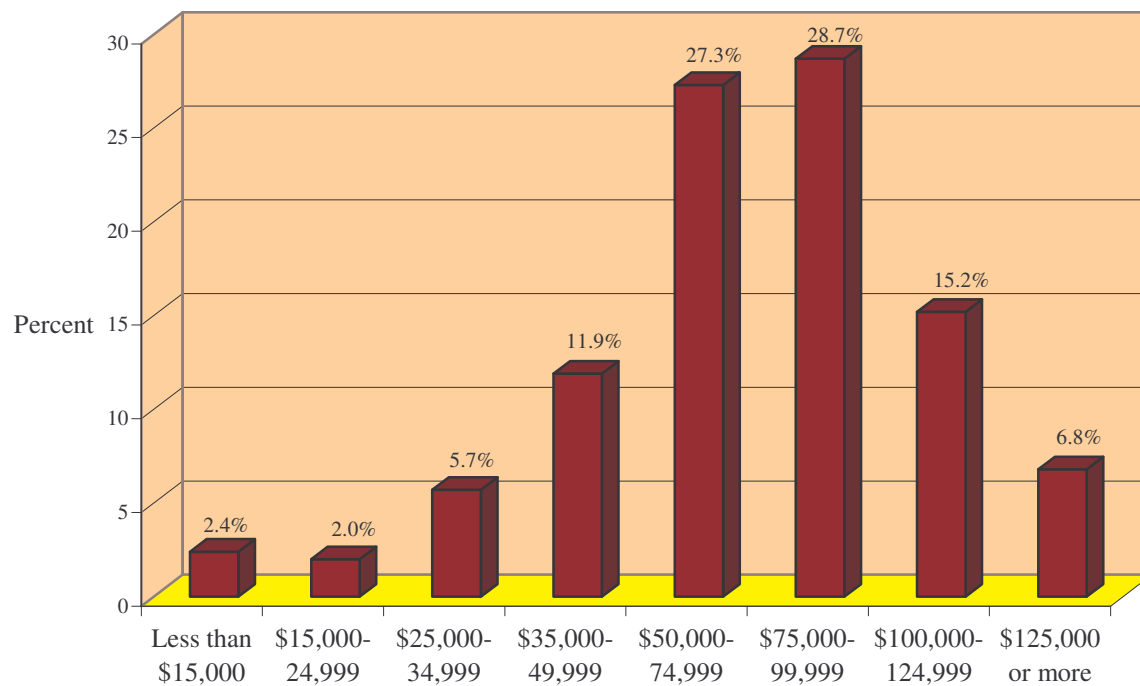


Figure 2. Annual household income among respondents to the Southern Red River Valley Visitor Profile study, 2006-2007 (n=296).



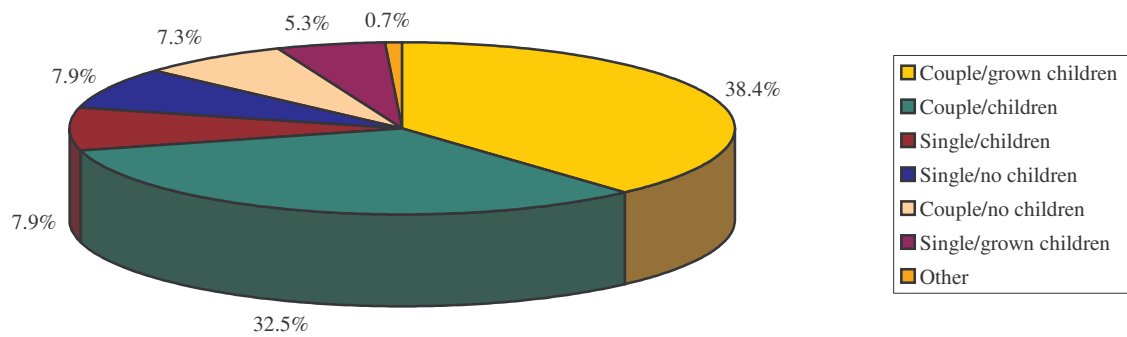


Figure 3. Household composition among respondents to the Southern Red River Valley Visitor Profile study, 2006-2007 (n=453).

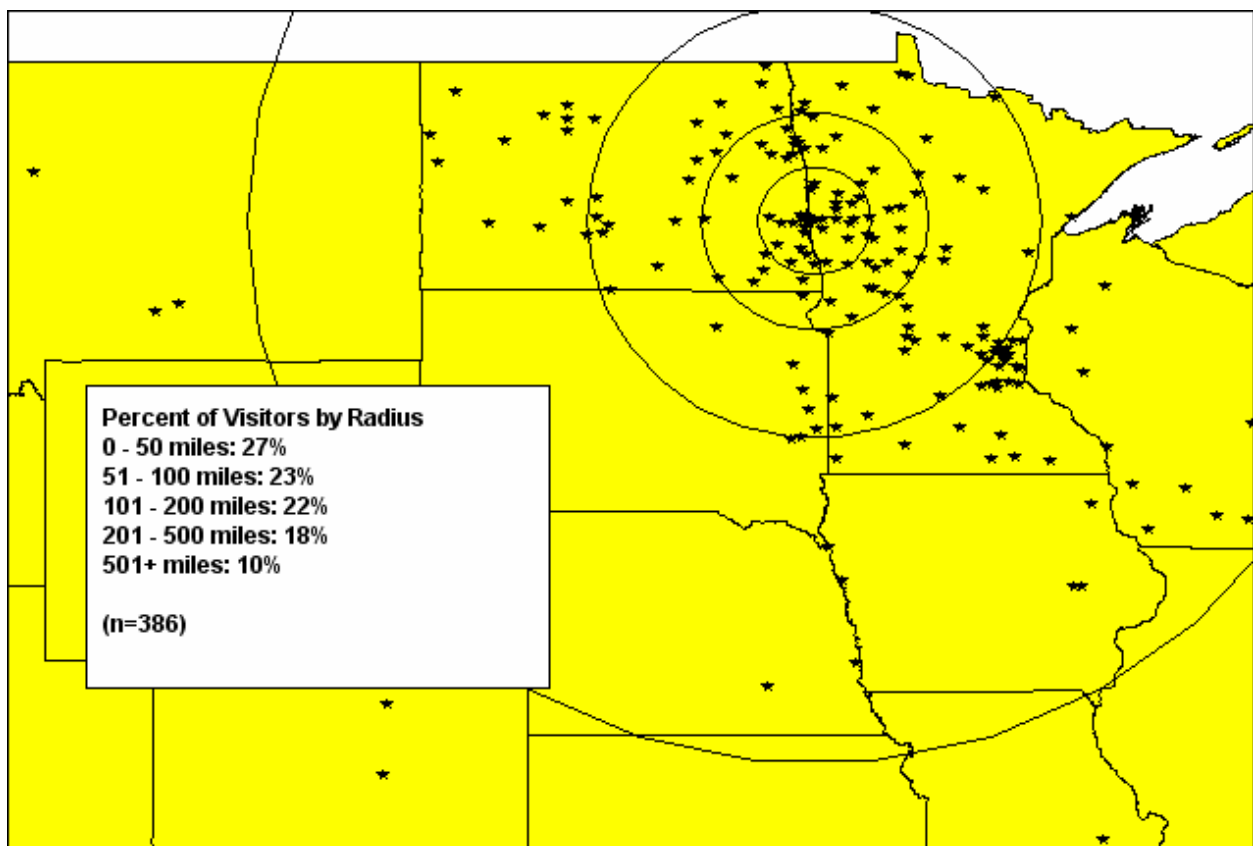


Figure 4. Radius map of respondent's primary residence among respondents to the Southern Red River Valley Visitor Profile study, 2006-2007.

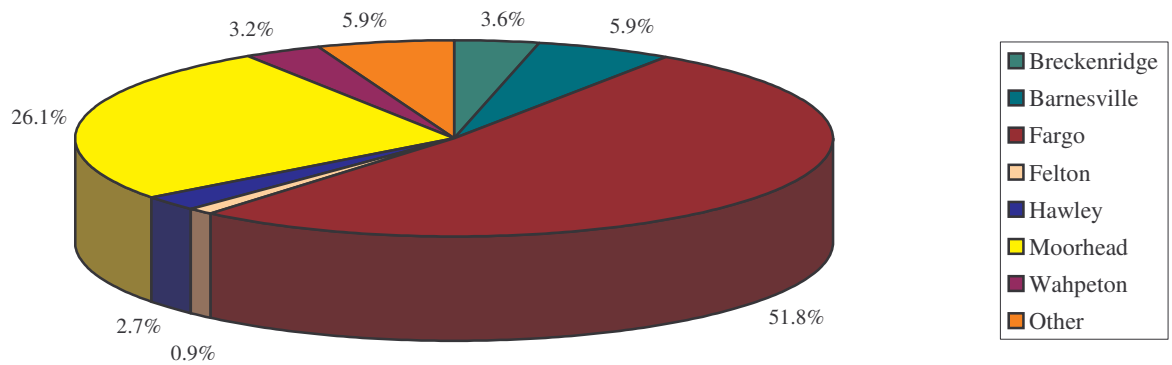


Figure 5. Primary destination in Southern Red River Valley among respondents to the Southern Red River Valley Visitor Profile study, 2006-2007 (n=222).

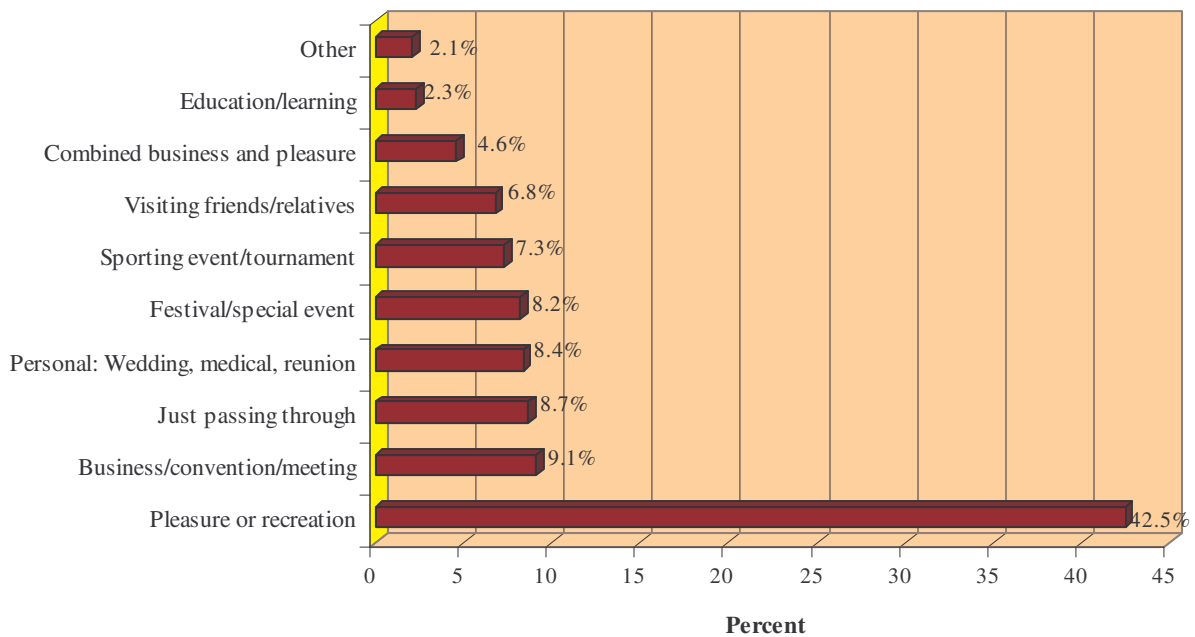


Figure 6. Primary reason for visiting Southern Red River Valley among respondents to the Southern Red River Valley Visitor Profile study, 2006-2007 (n=438).

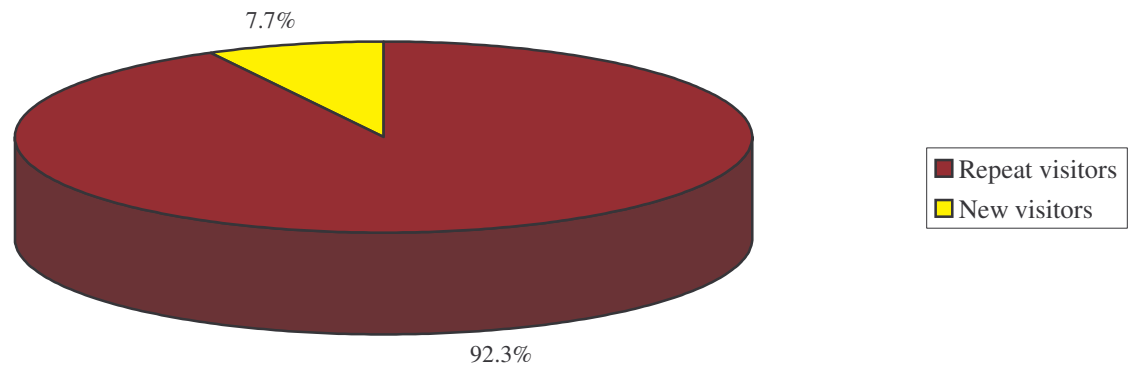


Figure 7. Southern Red River Valley visitation history among respondents to the Southern Red River Valley Visitor Profile study, 2006-2007 (n=427).

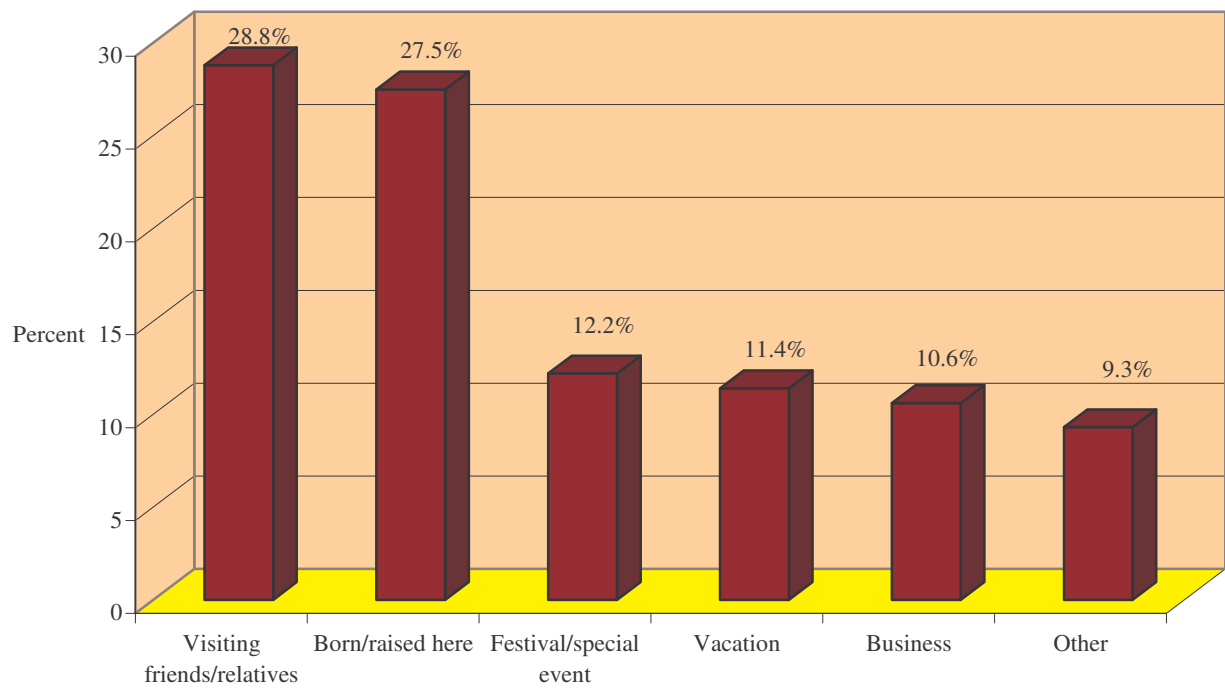


Figure 8. Respondent's first introduction to Southern Red River Valley among respondents to the Southern Red River Valley Visitor Profile study, 2006-2007 (n=386).

Table 4. Information sources among respondents to the Southern Red River Valley Visitor Profile study, 2006-2007.

	Create awareness		Plan trip	
	<b>M<sup>1</sup></b>	<b>S.D.</b>	<b>M<sup>1</sup></b>	<b>S.D.</b>
Previous visit	3.1	1.2	3.0	1.3
Friend/relative recommendation	3.0	1.3	2.8	1.4
Internet	2.9	1.3	2.7	1.4
Newspaper/magazine ad	2.6	1.3	2.2	1.3
Visitor/welcome center	2.3	1.3	1.8	1.2
Article/documentary	2.2	1.3	1.6	1.1
Area tourism information (Chamber/CVB)	2.1	1.2	1.5	1.0
State tourism information	2.1	1.2	1.6	1.1
Radio/TV ads	2.0	1.1	1.5	1.0
Direct mail	1.9	1.1	1.5	1.0
Business recommendation	1.8	1.1	1.4	0.8
Billboard	1.8	1.1	1.3	0.7
Automobile club	1.7	1.1	1.4	0.9
Sport show	1.7	1.0	1.3	0.8
Other	1.7	1.1	1.4	0.9
Employer recommendation	1.6	0.9	1.3	0.6
Travel agency	1.6	0.9	1.3	0.7

<sup>1</sup> Rated on a scale from 1 to 4, where 1=not at all important and 4=very important

Table 5. Importance and satisfaction of trip destination features among respondents to the Southern Red River Valley Visitor Profile study, 2006-2007.

	Importance (in general)		Experienced on this trip	Level of Satisfaction	
	<b>M<sup>1</sup></b>	<b>S.D.</b>	<b>Percent</b>	<b>M<sup>2</sup></b>	<b>S.D.</b>
Festival or special event	3.2	1.2	38.1	3.7	0.6
Natural environment	3.2	1.1	24.2	3.6	0.7
Scenic drives	3.2	1.1	24.8	3.6	0.7
Sightseeing	3.2	1.1	27.9	3.5	0.7
Fall colors	3.1	1.2	11.9	3.5	0.8
Lots of activities / attractions	3.1	1.1	32.5	3.6	0.6
State parks	3.1	1.1	5.2	3.5	0.6
Entertainment / nightlife	3.0	1.2	31.4	3.7	0.6
Camping	3.0	1.2	9.4	3.6	0.8
Shopping	3.0	1.2	55.7	3.7	0.6
Boating	2.9	1.3	6.1	3.3	1.4
County parks / forest	2.9	1.2	6.9	3.5	0.6
Cultural sites or tours	2.9	1.1	12.5	3.5	0.6
Historical buildings/sites	2.9	1.2	13.2	3.4	0.8
Small town feel	2.9	1.2	29.9	3.6	0.6
Swimming	2.9	1.2	25.7	3.6	0.7
State / federal wildlife refuge	2.8	1.2	2.9	3.4	0.9
Local arts and crafts	2.7	1.2	21.7	3.5	0.7
Photography	2.7	1.2	12.6	3.6	0.8
Specific accommodation	2.7	1.3	16.9	3.5	0.7
Bird / wildlife viewing	2.6	1.3	9.9	3.4	0.7
Fishing	2.6	1.2	6.1	3.2	0.7
Museums	2.6	1.1	6.4	3.4	0.8
Performing arts	2.6	1.2	6.5	3.7	0.6
Farmers market	2.5	1.1	5.9	3.1	0.9
Hiking trails	2.5	1.1	6.1	3.6	0.7
Sporting tournaments	2.5	1.3	12.9	3.7	0.6
Waterpark	2.4	1.1	6.1	3.6	0.6
Canoeing/kayaking	2.3	1.3	2.1	3.0	0.6
Flea market	2.3	1.3	5.3	3.0	0.7
Golf courses	2.3	1.2	2.4	3.5	0.5
Antiques	2.2	1.2	10.1	3.3	0.9
Casino or gaming	2.2	1.2	8.6	3.4	0.8
Biking trails	2.1	1.2	3.4	3.4	1.0
Hunting	2.1	1.2	2.9	3.3	1.0
Snowmobiling	1.9	1.1	4.9	2.9	1.4
Cross-country skiing	1.8	1.1	0.5	N/A	N/A
American Indian heritage	1.7	1.0	3.9	3.0	0.8
Auto racing	1.7	1.1	1.1	3.5	0.7
ATV trails	1.6	1.0	0.5	3.5	0.7
BMX racing	1.4	0.8	1.1	3.0	0.8

<sup>1</sup> Rated on a scale of 1 to 4 (1=not at all important, 4=very important)

<sup>2</sup> Rated on a scale of 1 to 4 (1=not at all satisfied, 4=very satisfied)

Table 6. Accommodation types and duration of stay among respondents to the Southern Red River Valley Visitor Profile study, 2006-2007.

	Frequency	Percent <sup>1</sup> (%)	Number of nights	
			<b>M</b>	<b>S.D.</b>
Hotel	192	40.4	1.8	1.1
Home of friend/relative	36	7.6	3.0	3.2
Vacation home of friend/relative	29	6.1	2.8	3.6
Campground	24	5.1	3.4	2.1
Other	11	2.3	4.1	3.4
RV park	6	1.3	4.8	5.2
B & B	4	0.8	1.8	0.5
Own vacation home	2	0.4	1.0	0.0
Resort	2	0.4	2.0	0.0
Cabin rental	1	0.2	3.0	N/A

<sup>1</sup>Based on the entire sample.

Table 7. Personal expenditures in Southern Red River Valley communities among respondents to the Southern Red River Valley Visitor Profile study, 2006-2007 (in US\$).

	<b>M</b>	<b>S.D.</b>	<b>Range</b>
Shopping (n=202)	61.91	80.77	0-400
Lodging (n=375)	56.29	66.99	0-200
Restaurant food and beverages (n=289)	40.50	35.85	0-150
Transportation (n=248)	30.83	39.95	0-200
Recreation (n=174)	23.99	32.91	0-100
Groceries (n=160)	18.66	29.82	0-200
Other (n=86)	6.63	22.38	0-100
Guides/outfitting (n=112)	3.72	18.56	0-100

Table 8. Factor loadings of important destination feature items among respondents to the Southern Red River Valley Visitor Profile study, 2006-2007.

	<b>Nature/ Cultural</b>	<b>Active Recreation</b>	<b>Motors &amp; Sports</b>
Scenic drives	.79		
Local arts and crafts	.78		
Sightseeing	.76		
Historical buildings/sites	.75		
Museums	.72		
Cultural sites or tours	.71		
Performing arts	.71		
Fall colors	.65		
Festival or special event	.68		
Photography	.67		
Lots of activities / attractions	.64		
Specific accommodation	.64		
Flea market	.58		
Small town feel	.58		
State / federal wildlife refuge	.54		
Biking trails		.76	
Canoeing/kayaking		.76	
Cross-country skiing		.68	
Hiking trails		.68	
Camping		.66	
Hunting			.82
Sporting tournaments			.71
Golf courses			.70
Snowmobiling			.69
BMX racing			.64
Scale Mean <sup>1</sup>	2.9	2.4	2.2
Alpha ( $\alpha$ )	.93	.84	.79
Variance explained (%)	56.64		

<sup>1</sup> Measured on a scale of 1-4, where 1 =not at all important and 4=very important

Table 9. Correlations of destination features factors and information sources among respondents to the Southern Red River Valley Visitor Profile study, 2006-2007.

	<b>Nature/ Cultural</b>	<b>Active Recreation</b>	<b>Motors &amp; Sports</b>
Area tourism information (Chamber/CVB)	.24**	.17**	.05
Article/documentary	.32**	.22**	.12*
Automobile club	.53**	.16**	.03
Billboard	.18**	.11	.08
Direct mail	.21**	.14*	.13*
Internet	.21**	.29*	.17**
Newspaper/magazine ad	.37**	.28**	.17**
Previous visit	.31**	.16**	.11**
Radio/TV ads	.18**	.17**	.08
Business recommendation	.06	.09	.18**
Friend/relative recommendation	.30**	.16**	.14**
Employer recommendation	.03	.05	.12
Sport show	.05	.11	.22**
State tourism information	.27**	.16**	.16**
Travel agency	.11	.05	.05
Visitor/welcome center	.29**	.16**	.01
Other	.26**	.08	.07

\*\*p<.01; \*p<.05